

Coronavirus Survey – Update 5

Results of ECIA Survey Ended April 20

Dale Ford, ECIA Chief Analyst



This most recent survey was conducted between Monday, April 13th and Monday, April 20th. Between the most recent survey and the previous survey that ended April 6th the number of confirmed cases worldwide has grown by over 1.1 million people and deaths due to COVID-19 nearly doubled. Pressure to start

easing quarantine orders is growing as a staggering number of workers have lost their jobs and unemployment claims have smashed records as the economic impact of the pandemic sweeps around the world

The survey ended April 20th reflects a significant renewal in concern regarding supply chain impacts and end-market destruction due to COVID-19. This growing pessimism by survey respondents is broad-based across component categories, market segments and stages of the supply chain.

[Click here](#) to read the Synopsis Survey Report. Members can access the complete survey results by logging into the ECIA website.

Visit the ECIA [Coronavirus Resources](#) page for updated information on developments.

Upcoming Webinars

Rep Council Update | Friday, April 24 | 10:30 AM Eastern

The Independent Manufacturer Rep Council has been working diligently on initiatives that help run your business more efficiently. Take this opportunity to discover the progress being made on two key programs: Model Distribution Training Best Practices and the ETL software development improving efficiencies by saving time and money in the reporting process

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Upcoming Events

Friday, April 24

- [Rep Council - Quarterly Webinar](#)

Wednesday, April 29

- [Spring Engineering Summit - Webex](#)

Thursday, April 30

- [Brand Management](#)

Weekly Economic Trends National Association of Manufacturers

By special agreement ECIA is pleased to present NAM Chief Economist Chad Moutray's weekly analysis of key U.S. government economic data and manufacturing industry trends in the [NAM Economic Report - April 20](#).

between manufacturers and reps. Members - join the webinar and get involved! [Click here to register.](#)

Brand Management | Thursday, April 30 | 1:00 PM Eastern

ECIA will host a webinar April 30 featuring [Lectrix](#) CEO Graham Kilshaw, focused on brand management during an economic downturn.

Join the webinar to examine the Do's and Do Not's of brand management in a downturn. Learn how three companies emerged stronger from periods of uncertainty by successfully marketing themselves while their competitors lessened their own efforts. [Click here to register.](#)

Podcast Explores Women in Electronics Association



ECIA's CEO David Loftus interviewed Jackie Mattox, President and Founder of Women in Electronics ([WE](#)) for a thoughtful discussion of the organization's history and objectives.

"WE" was formed in the fall of 2017 with an inaugural conference attended by a group of 20 women in the electronics industry. Jackie

Mattox, along with Monica Highfill (Kemet Electronics) and Amy Keller (Arrow Electronics), built the organization with the premise of women working collaboratively to find inspiration, strength, and empowerment through a sense of community.

[Click here to listen to the interview.](#)

Note: Monday, May 11 | Noon - 1:00 PM WE will host a virtual panel discussion on the "Power of Progress: Creating a Lasting Legacy". Join panelists Don Akery (TTI Inc.), Kimberly Appleton (ON Semiconductor), Monica Highfill (Kemet) and Marti McCurdy (Spirit Electronics). [Click here to register.](#)

Did You Know? ECIA Has A Coronavirus Resources Page



ECIA's [Coronavirus Resources](#) page is dedicated to providing you a curated list of reputable sites and reports on the pandemic. It is updated as new information becomes available - visit it often to stay up-to-date on industry statistics, government mandates and health notifications. There is an expanded member-only page, log in to access.

If you have any questions, please [email Debbie Conyers.](#)

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